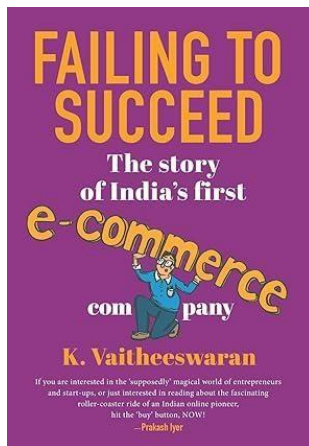


Failing to Succeed by K. Vaitheeswaran



About the Author

The Author is the fund raiser of 25 cores in funding for Indaplaza, India's first e-commerce company. He was running the company by keeping cost down, pushing up margins, avoiding wasteful expenditure and bootstrapping whenever possible.

He could sense the startup bubble building, it is but obvious for him that once the bubble bursts, thousands of employees would lose their jobs and hundreds of deserving entrepreneurs with sound and profitable ideas may no longer be able to attract funding for their startups.

Vaitheeswaran's first person account of the rise and fall of India's first real e-commerce venture is sometimes awe – inspiring, sometimes gut wrenching and at all times insightful and interesting.

About the Book

The book discussed about the large number of people including customers, colleagues, employee's suppliers, merchants, shareholders, friends, competitors, investors, media and industry watchers continue to believe that he destroyed the company through an inspired spell of on competence and mismanagement.

Book review

The book discussed about the

1. The click that changed author's life
2. Start up
3. India's first B2c Pure – Play E Commerce Company
4. Growing up Pangs
5. Going online: The Fabmall Story
6. Indaplaza and the Art of E commerce
7. End game Failing to Succeed


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